



KSHB-TV

# ORDER

Print Date 10/15/12 Page 1 of 4

Flight Dates **10/23/12-10/29/12**

Contract / Revision **304329 / 356 Clint Zweifel**

Original Date / Revision  
07/11/12 10/15/12

Advertiser **Zweifel / Democrat / State Tr**  
**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**

Agency **Buying Time LLC**

Buying Contact

**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2010**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 100% Market Value 27150

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	43	\$17,892.50	\$21,050.00	0.00	10/01/12	10/28/12	43	\$17,892.50	\$21,050.00
November 2012	11	\$5,185.00	\$6,100.00	0.00	10/29/12	10/29/12	11	\$5,185.00	\$6,100.00
<b>Totals</b>	<b>54</b>	<b>\$23,077.50</b>	<b>\$27,150.00</b>	<b>0.00</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/23/12	10/29/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-----	:30	0	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-- 1----		1		\$400.00		0.00				
	Week:	10/29/12	11/04/12	1-----		1		\$400.00		0.00				
N 2	KSHB	10/23/12	10/29/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$375.00	P-2	0.00 NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- 1- 11--		3		\$375.00		0.00				
	Week:	10/29/12	11/04/12	1-----		1		\$375.00		0.00				
N 3	KSHB	10/23/12	10/29/12	Today Show II Today Show II	CM	9-10a	-----	:30	0	\$300.00	P-1	0.00 NM	3	\$900.00



KSHB-TV

Print Date: 10/15/12

Page 2 of 4

Contract / Revision **304329** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel**

Estimate # **2010**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	10/23/12	10/29/12	Today Show II Today Show II	CM	9-10a	-----	:30	0	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1-1--		2				\$300.00		0.00			
	Week:	10/29/12	11/04/12	1-----		1				\$300.00		0.00			
N 4	KSHB	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-----	:30	0	\$225.00	P-1	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1111--		4				\$225.00		0.00			
	Week:	10/29/12	11/04/12	1-----		1				\$225.00		0.00			
N 5	KSHB	10/23/12	10/29/12	M-F 3-4p Jeff Probst show	CM	3-4p	-----	:30	0	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1--1--		2				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	10/22/12-10/28/12	M-F 3-330p		3-330pm	-T---F----	:30		<del>(\$250.00)</del>		0.00	NM		
	See MG 5.4,5.5,5.6														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	2	KSHB	10/22/12-10/28/12	M-F 3-330p		3-330pm	-T---F----	:30		<del>(\$250.00)</del>		0.00	NM		
	See MG 5.4,5.5,5.6														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	4	KSHB	10/23/12-10/29/12	M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00	NM		
	Ⓜ MG for 5.1,5.3,5.2														
	5	KSHB	10/23/12-10/29/12	M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00	NM		
	Ⓜ MG for 5.1,5.3,5.2														
	6	KSHB	10/23/12-10/29/12	M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00	NM		
	Ⓜ MG for 5.1,5.3,5.2														
	Week:	10/29/12	11/04/12	1-----		1				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KSHB	10/29/12-11/04/12	M-F 3-330p		3-330pm	M-----	:30		<del>(\$250.00)</del>		0.00	NM		
	See MG 5.4,5.5,5.6														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
N 6	KSHB	10/23/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	-----	:30	0	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1111--		4				\$350.00		0.00			
	Week:	10/29/12	11/04/12	1-----		1				\$350.00		0.00			
N 7	KSHB	10/23/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	-----	:30	0	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1-1--		2				\$500.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
N 8	KSHB	10/23/12	10/29/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----	:30	0	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1111--		4				\$400.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
N 9	KSHB	10/23/12	10/29/12	Nightly News M-F 530-6p	CM	530-6p	-----	:30	0	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-11--		3				\$900.00		0.00			



KSHB-TV

Print Date: 10/15/12

Page 3 of 4

Contract / Revision **304329** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel**

Estimate # **2010**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	KSHB	10/23/12	10/29/12	Nightly News M-F 530-6p	CM	530-6p	-----	:30	0	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1- 11--	3		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/22/12-10/28/12		Nightly News		530-6p	- T- ThF----	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7															
[na at order entry --es]															
2	KSHB	10/22/12-10/28/12		Nightly News		530-6p	- T- ThF----	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7															
[na at order entry --es]															
3	KSHB	10/22/12-10/28/12		Nightly News		530-6p	- T- ThF----	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7															
[na at order entry --es]															
5	KSHB	10/23/12-10/28/12		Nightly News		530-6p	- T- ThF----	:30		\$900.00		0.00	NM		
Ⓜ MG for 9.2,9.3,9.1															
6	KSHB	10/23/12-10/28/12		Nightly News		530-6p	- T- ThF----	:30		\$900.00		0.00	NM		
Ⓜ MG for 9.2,9.3,9.1															
7	KSHB	10/23/12-10/28/12		Nightly News		530-6p	- T- ThF----	:30		\$900.00		0.00	NM		
Ⓜ MG for 9.2,9.3,9.1															
Week:		10/29/12	11/04/12	1-----	1		\$900.00		0.00						
N 10	KSHB	10/23/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	-----	:30	0	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1111--	4		\$600.00		0.00						
Week:		10/29/12	11/04/12	1-----	1		\$600.00		0.00						
N 11	KSHB	10/23/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	-----	:30	0	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1- 1---	2		\$1,100.00		0.00						
Week:		10/29/12	11/04/12	1-----	1		\$1,100.00		0.00						
N 12	KSHB	10/23/12	10/29/12	M-F Late News M-F Late News	CM	10-1035p	-----	:30	0	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--- 1---	1		\$1,300.00		0.00						
Week:		10/29/12	11/04/12	1-----	1		\$1,300.00		0.00						
N 13	KSHB	10/23/12	10/29/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-----	:30	0	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1-----	1		\$300.00		0.00						
Week:		10/29/12	11/04/12	1-----	1		\$300.00		0.00						
N 14	KSHB	10/23/12	10/29/12	Sa/Su Today Show Today Show	CM	Sa 6-8a/Sun 7-8a	-----	:30	0	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----- 1-	1		\$225.00		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
N 15	KSHB	10/23/12	10/29/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----	:30	0	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----- 1-	1		\$250.00		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
N 16	KSHB	10/23/12	10/29/12		CM	5-530p	-----	:30	0	\$400.00	P-1	0.00	NM	1	\$400.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa Su 5-530p Rotator											
				Sa Su 5-530p Rotator											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1-		1		\$400.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 17	KSHB	10/23/12	10/29/12	NBC Action News at 6p	CM	6-630p	-----	:30	0	\$450.00	P-1	0.00	NM	1	\$450.00
				Sa 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1-		1		\$450.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 18	KSHB	10/23/12	10/29/12	Sa 630-7p	CM	630-7p	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
				630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1-		1		\$500.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 19	KSHB	10/23/12	10/29/12	Sun 630-7a	CM	Sun 630-7a	-----	:30	0	\$75.00	P-2	0.00	NM	1	\$75.00
				Chris Matthews											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1		1		\$75.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 20	KSHB	10/23/12	10/29/12	Su Today Show	CM	7-8a	-----	:30	0	\$275.00	P-1	0.00	NM	1	\$275.00
				Su Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1		1		\$275.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 21	KSHB	10/23/12	10/29/12	Sun 8-9a	CM	8-9a	-----	:30	0	\$250.00	P-1	0.00	NM	1	\$250.00
				Sun 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1		1		\$250.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 22	KSHB	10/23/12	10/29/12	Su 9-10a	CM	9-10a	-----	:30	0	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
				Meet the Press											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1		1		\$1,100.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 23	KSHB	10/23/12	10/29/12	Su Late News	CM	Late News Su	-----	:30	0	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
				Late News Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1		1		\$1,100.00		0.00					
Week:		10/29/12	11/04/12	-----		0		\$0.00		0.00					
Totals														54	\$27,150.00



KSHB-TV

# ORDER

Print Date 10/15/12 Page 1 of 4

Flight Dates **10/30/12-11/05/12**

Contract / Revision **304332 / 356 Clint Zweifel for Missouri**

Original Date / Revision  
07/11/12 10/15/12

Advertiser **Zweifel / Democrat / State Tr**  
**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**

Agency **Buying Time LLC**

Buying Contact

**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2009**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 100% Market Value 38950

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	81	\$33,107.50	\$38,950.00	0.00	10/29/12	11/05/12	81	\$33,107.50	\$38,950.00
Totals	81	\$33,107.50	\$38,950.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	-----	:30	0	\$150.00	P-2	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1111--		4		\$150.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$150.00		0.00				
N 2	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-----	:30	0	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 1-1--		2		\$400.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$400.00		0.00				
N 3	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$375.00	P-2	0.00 NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



KSHB-TV

Print Date: 10/15/12

Page 2 of 4

Contract / Revision **304332** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel for Missou** Estimate # **2009**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$375.00	P-2	0.00 NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 2222--		8			\$375.00		0.00			
	Week:	11/05/12	11/11/12	2-----		2			\$375.00		0.00			
N 4	KSHB	10/30/12	11/05/12	Today Show II Today Show II	CM	9-10a	-----	:30	0	\$300.00	P-1	0.00 NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$300.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$300.00		0.00			
N 5	KSHB	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-----	:30	0	\$225.00	P-1	0.00 NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$225.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$225.00		0.00			
N 6	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KSHB	10/29/12-11/04/12		M-F 3-330p		3-330pm	- TWThF----	:30		<del>(\$250.00)</del>		0.00 NM		
	See MG 6.6,6.7,6.8,6.9,6.10													
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]													
2	KSHB	10/29/12-11/04/12		M-F 3-330p		3-330pm	- TWThF----	:30		<del>(\$250.00)</del>		0.00 NM		
	See MG 6.6,6.7,6.8,6.9,6.10													
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]													
3	KSHB	10/29/12-11/04/12		M-F 3-330p		3-330pm	- TWThF----	:30		<del>(\$250.00)</del>		0.00 NM		
	See MG 6.6,6.7,6.8,6.9,6.10													
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]													
4	KSHB	10/29/12-11/04/12		M-F 3-330p		3-330pm	- TWThF----	:30		<del>(\$250.00)</del>		0.00 NM		
	See MG 6.6,6.7,6.8,6.9,6.10													
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]													
6	KSHB	10/30/12-11/05/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5													
7	KSHB	10/30/12-11/05/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5													
8	KSHB	10/30/12-11/05/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5													
9	KSHB	10/30/12-11/05/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5													
10	KSHB	10/30/12-11/05/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5													
	Week:	11/05/12	11/11/12	1-----		1			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KSHB	11/05/12-11/11/12		M-F 3-330p		3-330pm	M-----	:30		<del>(\$250.00)</del>		0.00 NM		
	See MG 6.6,6.7,6.8,6.9,6.10													
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]													
N 7	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	-----	:30	0	\$350.00	P-2	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$350.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00			



KSHB-TV

Print Date: 10/15/12

Page 3 of 4

Contract / Revision **304332** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel for Missou** Estimate # **2009**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	-----	:30	0	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$500.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 9	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----	:30	0	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$400.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00			
N 10	KSHB	10/30/12	11/05/12	Nightly News M-F 530-6p	CM	530-6p	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$900.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$900.00		0.00			
N 11	KSHB	10/30/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	-----	:30	0	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$600.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 12	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	-----	:30	0	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$1,100.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,100.00		0.00			
N 13	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	-----	:30	0	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1- 1---					2	\$1,300.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,300.00		0.00			
N 14	KSHB	10/30/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-----	:30	0	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 111---					3	\$300.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$300.00		0.00			
N 15	KSHB	10/30/12	11/05/12	Sa/Su Today Show Today Show	CM	Sa 6-8a/Sun 7-8a	-----	:30	0	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- 1-					1	\$225.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 16	KSHB	10/30/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----	:30	0	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- 1-					1	\$250.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 17	KSHB	10/30/12	11/05/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----	:30	0	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- 1-					1	\$400.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 18	KSHB	10/30/12	11/05/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----	:30	0	\$450.00	P-1	0.00	NM	1	\$450.00



KSHB-TV

Print Date: 10/15/12

Page 4 of 4

Contract / Revision **304332** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel for Missou** Estimate # **2009**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	KSHB	10/30/12	11/05/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----	:30	0	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1-		1				\$450.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 19	KSHB	10/30/12	11/05/12	Sa 630-7p 630-7p	CM	630-7p	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1-		1				\$500.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 20	KSHB	10/30/12	11/05/12	Sun 630-7a Chris Matthews	CM	Sun 630-7a	-----	:30	0	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$75.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 21	KSHB	10/30/12	11/05/12	Su Today Show Su Today Show	CM	7-8a	-----	:30	0	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$275.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 22	KSHB	10/30/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----	:30	0	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$250.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 23	KSHB	10/30/12	11/05/12	Su 9-10a Meet the Press	CM	9-10a	-----	:30	0	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$1,100.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 24	KSHB	10/30/12	11/05/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----	:30	0	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$400.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 25	KSHB	10/30/12	11/05/12	Su Late News Late News Su	CM	Late News Su	-----	:30	0	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$1,100.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														81	\$38,950.00